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Contract

Provision of Worcestershire Family Hubs

Worcestershire County Council

F03: Contract award notice

Notice identifier: 2025/S 000-010312

Procurement identifier (OCID): ocds-h6vhtk-04bdb2

Published 20 March 2025, 10:03am

Section I: Contracting authority

I.1) Name and addresses

Worcestershire County Council

County Hall, Spetchley Road

Worcester

WR52NP

Contact

Kerstin Byfield

Email

Kbyfield@worcestershire.gov.uk

Country

United Kingdom

Region code

UKG12 - Worcestershire

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://www.worcestershire.gov.uk/>

Buyer's address

<https://www.worcestershire.gov.uk/>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Provision of Worcestershire Family Hubs

II.1.2) Main CPV code

- 98000000 - Other community, social and personal services

II.1.3) Type of contract

Services

II.1.4) Short description

The Family Hub providers will be responsible for managing and coordinating the local offer of family hubs in line with the national Family Hubs and Start for Life framework.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £3,704,744

II.2) Description

II.2.1) Title

Family Hubs: Wyre Forest

Lot No

1

II.2.2) Additional CPV code(s)

- 85311300 - Welfare services for children and young people

II.2.3) Place of performance

NUTS codes

- UKG12 - Worcestershire

Main site or place of performance

Wyre Forest District, Worcestershire

II.2.4) Description of the procurement

The Family Hub providers will be responsible for the management and co-ordination of the local offer of family Hubs in line with the national Family Hubs and Start of Life framework. This offer includes the delivery of evidence-based programmes and support.

In addition to coordinating delivery within the Family Hubs, the providers will lead on the oversight of local Family Hub networks and the wider outreach model of Family Hub support within the community assets. Providers will build community capacity including developing and sustaining community activities, utilising volunteers and community assets, information and advice and peer support.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Family Hubs: Redditch & Bromsgrove

Lot No

2

II.2.2) Additional CPV code(s)

- 85311300 - Welfare services for children and young people

II.2.3) Place of performance

NUTS codes

- UKG12 - Worcestershire

Main site or place of performance

Redditch and Bromsgrove Districts, Worcestershire

II.2.4) Description of the procurement

The Family Hub providers will be responsible for the management and coordination the local offer of family hubs in line with the national Family Hubs and Start for Life Framework. This offer includes the delivery of evidence-based programmes and support.

In addition to coordinating delivery within Family Hub buildings, the providers will lead on the oversight of local Family Hub networks and the wider outreach model of Family Hub support within community assets. Providers will build community capacity including developing and sustaining community activities, utilising volunteers and community assets, information and advice and peer support.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Family Hubs: Malvern Hills, Worcester City & Wychavon

Lot No

3

II.2.2) Additional CPV code(s)

- 85311300 - Welfare services for children and young people

II.2.3) Place of performance

NUTS codes

- UKG12 - Worcestershire

Main site or place of performance

Malvern Hills, Worcester City & Wychavon districts, Worcestershire

II.2.4) Description of the procurement

The Family Hub providers will be responsible for the management and coordination of the local offer of family hubs in line with the national Family Hubs and Start for Life Framework. This offer includes the delivery of evidence-based programmes and support.

In addition to coordinating delivery within Family Hub buildings, the providers will lead on the oversight of local Family Hub networks and the wider outreach model of Family Hub support within community assets. Providers will build community capacity including developing and sustaining community activities, utilising volunteers and community assets, information and advice and peer support.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The services can be provided only by a particular economic operator for the following reason:
 - absence of competition for technical reasons

Explanation:

The Authority procured the Family Hub provision by direct award without call for competition in accordance with reg 32(2)(b)(ii) of the PCR (2015).

The three providers are subcontractors under the current 0-19 contract. This contract was awarded in 2020 for 5 years with the option to extend by up to 2 years (from 1 April 2025

to 31 March 2027) in accordance with the contract terms.

The 0-19 contract was launched in the early stages of COVID it has had to pause, flex and changes as a result. In addition the government have since introduced a new and expanded framework for delivery of family hubs, therefore the incumbent/ lead provider wanted to concentrate on the nursing element and no longer manage the wider family hubs providers as it was felt the Authority was better placed to influence the services to meet the needs of Worcestershire families.

Instead of extending the contract in its current form, the Authority has directly awarded contracts to the three sub-contractors/ providers. The direct award to the three providers is in line with the current terms and conditions and will be for a period of two years, from 1 April 2025 to 31 March 2027, with no option for extension.

The funding for the three providers under the direct award is the same value that they received under the subcontracted arrangements. The scope of the contract has not been extended as the services provided remain the same. The new contract is for two years and this is the same as the available extension period under the current contract.

Each provider holds several leases for properties where the services are delivered from, these leases are between the Authority and the subcontractors under the current contracting arrangements and are in the process of being renewed/ continued between the Authority and the providers under the direct award.

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-037692](#)

Section V. Award of contract

Contract No

WCC 2024 2073

Lot No

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

13 March 2025

V.2.2) Information about tenders

Number of tenders received: 1

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Barnardo Services Limited

Barnardo House, Tanner Lane, Barkingside

Ilford

IG6 1QG

Country

United Kingdom

NUTS code

- UKG - West Midlands (England)

Companies House

1227919

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £783,546

Section V. Award of contract

Contract No

WCC 2024 2061

Lot No

2

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

13 March 2025

V.2.2) Information about tenders

Number of tenders received: 1

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Redditch Borough Council

Town Hall, Walter Stranz Square

Redditch

B98 8AH

Country

United Kingdom

NUTS code

- UKG12 - Worcestershire

Justification for not providing organisation identifier

Not on any register

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £1,191,352

Section V. Award of contract

Contract No

WCC 2024 2060

Lot No

3

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

13 March 2025

V.2.2) Information about tenders

Number of tenders received: 1

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Action for Children Services Ltd

3 The Boulevard, Ascot Road

Watford

WD18 8AG

Country

United Kingdom

NUTS code

- UKG - West Midlands (England)

Companies House

02332388

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £1,729,846

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court of England and Wales

London

Country

United Kingdom